

### **REMARKS**

Claims 1-40 are pending in the above-identified application and were rejected. With this Amendment, claims 1, 2, 5, 13, 16, 20, 24, 32, and 35 were amended. Accordingly, claims 1-40 remain at issue.

#### **I. 35 U.S.C. § 103 Obviousness Rejection of Claims**

Claims 1, 3-5, 7-9, 16-20, 22-24, 26-28, and 32-38 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Wolzien (U.S. Patent No. 5,761,606) in view of Moon et al. (U.S. Patent No. 3,919,479). Claims 2, 6, 10-15, 21, 25, and 29-31 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Wolzien in view Moon et al. and in further view of Matthews, III et al. (U.S. Patent No. 6,025,837). Claims 39 and 40 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Wolzien in view of Moon et al and in further view of Goldschmidt Iki et al. (U.S. Patent No. 6,226,444). Applicants respectfully traverse these rejections.

Claim 1, as amended, is directed to an information transmission/reception system comprising transmission means for generating and sending out a transmission signal containing a commercial message; detailed information furnishing means for furnishing detailed information related to the commercial message; access site information furnishing means for determining whether access site information corresponding to the detailed information furnishing means has been registered, and for furnishing the access site information if the access site information has been registered; and signal processing means. None of the cited references discloses or suggests determining whether access site information corresponding to the detailed information furnishing means has been registered, and furnishing the access site information if the access site


information has been registered, as required by claim 1. Thus, claim 1, and claims 2-4 and 39 that depend from claim 1, are allowable over Wolzien in view of Moon et al., Matthews, and/or Goldschmidt Iki et al. For reasons similar to those discussed above with regard to claim 1, Applicants respectfully submit that claims 5-38 and 40 are also allowable over the cited Wolzien in view of Moon et al., Matthews, and/or Goldschmidt Iki et al. Accordingly, Applicants respectfully request withdrawal of these rejections.

**II. Conclusion**

In view of the above amendments and remarks, Applicants submit that all claims are clearly allowable over the cited prior art, and respectfully request early and favorable notification to that effect.

Respectfully submitted,

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